



*My Health.  
My Medicare.*

**2010 Low Income Subsidy Outreach  
General Market Radio  
:50/:10 Radio “Extra Help to Stay Healthy”**

ANNCR: An important message from Medicare

SFX: OUTDOOR AMBIENCE, CANOE PADDLES IN WATER, ETC.

SR. MAN: When I retired, I promised myself I was going to spend more time taking canoe trips. I wanted to get some exercise and take in a little nature. But my plan was almost scratched when my doctor told me I needed some new prescription drugs. On my small income, I really couldn't afford them and the canoeing.

Then my daughter told me about Extra Help from Medicare. She said it was easier than ever to qualify. So I called, and she was right. Now I pay just \$2.50 for generics and \$6.30 for brand name prescriptions. I can afford the medications I need, without giving up the things I love to do.

ANNCR: Get the Extra Help you need to Stay Healthy. Visit Social Security dot gov or call 1-800-772-1213.

:10 LOCAL MESSAGE



*My Health.  
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**2010 Low Income Subsidy Outreach  
:60 Radio “Extra Help to Stay Healthy”  
PSA**

ANNCR: An important message from Medicare

SR. WOMAN: When my son first told me about Extra Help from Medicare I said thanks, but no thanks. I didn't want any help paying for my prescriptions. I told him, I don't have much money coming in, but I still have my pride. Besides, I looked into it a couple of years ago. I figured if I didn't qualify then, I wouldn't qualify now either.

My-o-my, am I ever glad my son didn't give up on me. He reminded me that I was on a limited income, and that it was easier than ever for people like me to qualify. So I called and he was right. Now I pay just a few dollars for generics and a few dollars more for brand name prescriptions. With Extra Help, I can afford the prescriptions I need. Thanks, Medicare.

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